



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 196207
Schedule Dates 09/19/12-09/25/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid, Stephanie
Phone/Fax (202) 567-6193 /
CPE ROMNEY/9/19-9/25/12/Est 379
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments Est 379 9/15-9/25

Date Entered 09/18/12
Last Modified 09/20/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$58,353.75
Net Total \$330,671.25
Sales Tax

WJLA Arlington (WJLA)
 By Broadcast Month
 Sep. 2012
 Grand Total:
 Spots 163
 Rate \$389,025.00
 \$389,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2		2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/18/12
43.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2		2						4	\$2,400.00	\$9,600.00	WJLA Arlington (WJLA)		9/18/12
44.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	6:58P- WHEEL OF FORTUNE	2		2						4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		9/18/12
45.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	7:27P- JEOPARDY	1		1						2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/18/12
46.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1				1				1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
47.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
48.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
49.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1				1				1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12
50.0	Normal Line / SPOT	09/19/12-09/21/12	4	:30	3:01P- ANDERSON COOPER SHOW	1			1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/18/12
51.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT	2							2	1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/18/12

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51.0.1	Preempt	09/23/12															WJLA Arlington (WJLA)	Too Many Spots per Tip /Exception - ONLY ONE BREAK	
52.0	Normal Line / SPOT	09/19/12-09/21/12	2	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		9/18/12
53.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		9/18/12
54.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	9:57A- ABC-THIS WEEK							1		1	\$13,000.00	\$13,000.00	WJLA Arlington (WJLA)		9/18/12
55.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	9A- INSIDE WASHINGTON							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		9/18/12
56.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	7:57P- ABC-SHARK TANK						1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/20/12
57.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	9:01P- ABC-WHAT WOULD YOU DO?						1			1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		9/20/12
58.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	10P- ABC-20/20						1			1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/20/12
59.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12
60.0	Normal Line / COLLEGE FOOTBALL	09/22/12-09/22/12	2	:30	3:28P- SPORTS-ABC COLLEGE FOOTBALL							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/20/12
61.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12

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62.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	7:29P- JEOPARDY WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12
63.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12
64.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	7A- WALL STREET JOURNAL							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/20/12
65.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12
66.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	9:30A- WASHINGTON BUSINESS REPORT							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/20/12
67.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/20/12
68.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	7:58P- ABC--PRIMETIME EMMY AWARDS							1		1	\$23,500.00	\$23,500.00	WJLA Arlington (WJLA)		9/20/12
69.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	11:02P- NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/20/12
70.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	7:57P- ABC-DANCING WITH THE STARS								1	1	\$25,000.00	\$25,000.00	WJLA Arlington (WJLA)		9/20/12
71.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	10:01P- ABC-CASTLE								1	1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		9/20/12

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72.0	Normal Line / SPOT	09/25/12-09/25/12	2	:30	7:57P- ABC-DANCING WITH THE STARS RESULTS	1		1						1	\$25,000.00	\$25,000.00	WJLA Arlington (WJLA)		9/20/12
73.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @12N							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12
74.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	5P- NEWS-SUNDAY ABC 7 NEWS @5P								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/20/12

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